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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 27 titles deal with a variety of topics, including the following: (1) children's understanding of television advertising; (2) the occupational role portrayed of women in magazine advertisements; (3) the relationship between television exposure and physical activity among sixth grade children; (4) using questions to facilitate learning in children's educational television; (5) television camera movement as a source of perceptual information; (6) cable television programing; (7) determinants of advertising content; (8) the implications of cognitive learning theory for learning from television news; (9) language, media, and world view; (10) the rise and development of commercial audience research and measurement in American broadcasting, (11) small market radio broadcasting; (12) the role of content and scheduling in patterns of program audience duplication; (13) qualitative and quantitative televiewing patterns of high and low achieving public school students; (14) the New Information and Communication Order; (15) television for cultural affirmation; (16) the rating industry; (17) the effects of positive, negative, and mixed message themes in a religious media campaign; and (18) the impact of embeds in advertisements on consumer recall. (MM)

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Abstracts of the following dissertations are included in this collection:

Anast, Adrian Kathleen
THE ROLE OF CONTENT AND SCHEDULING IN PATTERNS OF PROGRAM AUDIENCE DUPLICATION

Appelman, Daniel Louis
SMALL MARKET RADIO BROADCASTING: FACTORS ASSOCIATED WITH MANAGEMENT STYLE

Ballard-Campbell, Michael
CHILDREN'S UNDERSTANDING OF TELEVISION ADVERTISING; BEHAVIORAL ASSESSMENT OF THREE DEVELOPMENTAL SKILLS

Benton, Jeffrey Scott
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TELEVISION FOR CULTURAL AFFIRMATION: AN APPROACH TO FORMATIVE RESEARCH

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UNDERSTANDING CHILDREN'S TELEVISION VIEWING: THE ROLES OF ATTENTION, INSTRUCTION, AND MEDIUM-RELATED SKILLS

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THE OCCUPATIONAL ROLE PORTRAYAL OF WOMEN IN MAGAZINE ADVERTISEMENTS

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DEVELOPING CRITICAL AWARENESS: LANGUAGE, MEDIA AND WORLD VIEW

THE ROLE OF CONTENT AND SCHEDULING IN PATTERNS OF PROGRAM AUDIENCE DUPLICATION

Order No. DA8318995

ANAST, ADRIAN KATHLEEN, PH.D. *Ohio University*, 1983. 67pp. Director of Dissertation: Dr. James G. Webster

Theoretic models of television audience behavior are generally based on the assumptions that (1) program preference predicts program choice, and (2) program preference is systematically related to program type. Both of these assumptions have received some empirical support. However, the concurrent assumption that program choice is systematically related to type has resisted empirical demonstration.

This research examined program choice in a narrowly-defined context. Its purpose was to determine the extent to which program type is associated with program choice. This relationship was assessed by analyzing the within-channel and between-channel audience duplication for pairs of serials and non-serials. Specifically, it was hypothesized that within and between-channel levels of audience duplication would be greatest for adjacent pairs of serials.

The data base was Arbitron data for the New York A.D.I. in May, 1981. Controls were exercised for viewer availability, viewing group, channel and scheduling. Pearson Product Moment Correlations were computed for serials and non-serials. Average-weighted correlations were then computed and tested for a significant difference. As predicted the within-channel duplication for pairs of serials was significantly greater than the duplication for pairs of non-serials. The between-channel duplication for serial pairs was significantly greater for pairs of serials, however the correlations for serials were negative; failing to support the second hypothesis.

SMALL MARKET RADIO BROADCASTING: FACTORS ASSOCIATED WITH MANAGEMENT STYLE

Order No. DA8311580

APPELMAN, DANIEL LOUIS, PH.D. *Temple University*, 1983. 241pp. Major Adviser: Dr. Edward J. Trayes

This study examines the hypothesis that the management styles of large and small market station managers are distinguishable, and it proposes and tests other factors in addition to market size which may account for such differences: station staff size, the amount of competition in the station's listening area, the manager's ownership status, his age, education and previous broadcasting employment history.

Data were collected by questionnaire from approximately three hundred radio station general managers in a national survey. Each manager was asked to supply information about the kinds of activities he engaged in, the distribution of his time, the kinds of people he met and worked with, the amount of long range planning he undertook, and the number of people employed on his staff in various specified positions.

The results show that radio station managers from small and large markets do manage quite differently. Small market managers generally perform more employee functions themselves and delegate responsibility to others less than do large market managers. They regularly perform more programming and far more sales-related activities and they spend less time on general administration. Large market managers delegate more, spend significantly less time on sales, and work shorter hours with fewer people than do their small market colleagues.

Market size is not the only determinant of management style. The size of the station staff is highly related to differences in style as are the manager's age and his ownership status. However, the manager's education, previous broadcasting experience and the manner of his compensation are not highly related to the way the station is managed.

Three years after the original survey, a follow-up survey was undertaken. The results of that survey show that more than one-third of all managers are no longer at the same station three years later, and that many of them have left broadcasting altogether. This high turnover among radio station general managers is a major finding of this study.

CHILDREN'S UNDERSTANDING OF TELEVISION ADVERTISING: BEHAVIORAL ASSESSMENT OF THREE DEVELOPMENTAL SKILLS

Order No. DA8314700

BALLARD-CAMPBELL, MICHAEL, PH.D. *University of California, Los Angeles*, 1983. 131pp. Chair: Professor Aimee Dorr

Children's understanding of television advertising has received recent attention from both researchers and public policy participants. This study focused on children's (1) ability to differentiate commercials and programs, (2) awareness of commercial intent and (3) after commercial critical behavior. Also, the effectiveness of three program/commercial separation devices was assessed. 90 boys (30 four year olds, 30 six year olds and 30 eight year olds) participated in the study. Test measures were designed to be behavioral in nature and not rely too heavily on subjects' verbal abilities. Results indicated that age strongly influenced the boys' performance on all three of the study measures. Also, a newly developed separation device proved to be successful at helping boys at all three age levels to better differentiate commercials from programs. Other separators were not consistently successful. Implications are discussed for future research, educational efforts and public policy.

QUALITATIVE AND QUANTITATIVE TELEVIEWING PATTERNS OF HIGH AND LOW ACHIEVING PUBLIC SCHOOL PUPILS

Order No. DA8311525

BENTON, JEFFREY SCOTT, ED.D. *Temple University*, 1983. 147pp. Major Adviser: Dr. Roderick Hilsinger

This study focuses upon the televiewing patterns of high and low achieving public school students in a suburban Philadelphia, Pennsylvania school district and the relationship of these patterns to academic achievement. The study examines weeknight televiewing only (3:00 P.M. until midnight), and demographics other than sex are not considered.

One hundred eighty students were randomly selected for this study (60 pupils each from grades three, six and ten) and were rank ordered within each grade in terms of percentile scores on the Comprehensive Test of Basic Skills (CTBS). Each was assigned either to a high or low achieving group based on whether the CTBS score fell above or below the median for the particular grade. Students were then interviewed about their televiewing behavior for the previous schoolnight.

Results indicate that on the average, children watch over three hours of television per schoolnight. Within grades there is tendency for high achievers to watch less than low achievers, but the difference is statistically insignificant until grade ten. Between grades there is no significant difference in viewing frequency of boys and girls. The heaviest viewer tends to be the low achieving sixth grade boy, and the lightest viewer tends to be the high achieving tenth grade girl. Children tend to watch television for enjoyment rather than for esthetic or educational reasons.

It seems that viewers in the early grades prefer programs which are lively and humorous featuring colorful characters or characters like themselves. This type of program remains popular in the middle grades, however some signs of interest in interpersonal relationships appear with a growing interest in soap operas and dance shows, girls tending to show these interests earlier than boys. By grade ten, interpersonal relationships, along with interest in world affairs and moral and ethical questions are reflected in viewing choices.

For all three grades, cable viewing accounts for a very small proportion, causing one to wonder about the cost-benefit of cable and suggesting that cable programmers possess the hardware but not the software to attract substantial numbers of viewers.

TELEVISION FOR CULTURAL AFFIRMATION: AN APPROACH TO FORMATIVE RESEARCH

Order No. DA8314437

BLOSSER, BETSY JOLOYCE, PH.D. *Stanford University*, 1983. 220pp.

An exploratory study, the research constitutes one step in the development of a formative evaluation methodology designed to match the cultural content of a television show to the culture of a target audience. In a simulation of a formative evaluation, the researcher used segments of the children's bilingual television series as if they were pilot tapes. She defined Chicano residents of San Jose, California, as the "target culture," or the culture to be reflected in the television show. She selected informants to represent four different age groups and two communities, and exposed them to the stimulus tapes. Through 43 individual and four group interviews, she sought to determine whether the activities and events portrayed on the show would take place within the context of their culture. The study addressed two major research questions: (1) Does the cultural content of "Villa Alegre" accurately reflect the target culture as perceived by the informants?, and (2) What contributions does the research procedure employed in this study make to the formative task of reflecting the culture of a specific group in the cultural content of a television program?

The study found that parts of the show were accurate while others were not. Informants judged the premises on which most of the segments were built, as distinct from much of the supporting information, to be accurate. Informants of different ages focused their comments on different aspects of the cultural content. As a tool to assess the accuracy of a television show, the research procedure worked well. Its major strengths were the ability of the individual interviews to elicit extensive responses and the use as informants of individuals at different stages of life.

UNDERSTANDING CHILDREN'S TELEVISION VIEWING: THE ROLES OF ATTENTION, INSTRUCTION, AND MEDIUM-RELATED SKILLS

Order No. DA8304255

BRAVERMAN, MARC TRITTER, PH.D. *The University of Wisconsin - Madison*, 1982. 213pp. Supervisor: Professor Frank H. Farley

This research explored the roles of aptitudes and teacher intervention in improving children's learning from television. Fourth and fifth graders participated in one of three five-day, whole-class instructional programs: TV's use of pictorial elements, TV's use of characterizations, or a control class. Attentional effects were examined by providing half the students with specific viewing instructions at the time of testing and half with no such directions. Six aptitude measures were also given. Factor analysis of these revealed two moderately correlated factors corresponding to verbal and spatial ability, which were included as aptitudes in the study along with amount of home viewing, measured by questionnaire. This design allowed for the detection of main effects for instruction, attention, and aptitudes, and of aptitude-treatment interactions (ATI).

The week following instruction, students viewed a half-hour, commercially produced videotape and then took the multiple-choice posttest, which consisted of three subtests covering narrative information, pictorial information, and characterizations. Items were projected and read aloud simultaneously to facilitate comprehension. Testing for pictorial and characterization information involved the replay of 30-second clips from the program.

Scores on the total test and each subtest were analyzed in a three-step multiple regression procedure. Significant main effects were not found for attention or instructional treatment. Verbal ability was significantly related to scores on all dependent measures, while spatial ability was significantly related only to pictorial information and the total score. Amount of home television viewing showed no relation to learning. Several ATI appeared, in each of which the relationship between ability and learning was stronger in the control group than the instructional group.

The discussion considered recent hypotheses regarding the decoding processes required by the television medium. Suggestions were provided for modifying the instructional treatments and attentional manipulations. The aptitude results were interpreted in terms of possible underlying processing patterns and the relationship of information-processing mechanisms to media stimulus properties. The ATI indicated that instruction in television formats can be beneficial in raising the learning potential of low-ability students, while it has less effect on the performance of high-ability students.

THE OCCUPATIONAL ROLE PORTRAYAL OF WOMEN IN MAGAZINE ADVERTISEMENTS

Order No. DA8315579

BRIMM, SHERI REEVES, PH.D. *Wayne State University*, 1983. 101pp.
Co-Advisers: Dr. George Ziegelmueller, Dr. Larry Frey

Part of a continuing effort to research the roles of women in advertising messages is a group of studies concerned with women in magazine advertisements. Unfortunately, many of these studies depend upon unreliable methodology and unsophisticated data manipulation and interpretation. More reliable, statistically valid research has been recommended, and is provided in the present study. H_0: There is no significant relationship among specific magazine type, product category and occupational role portrayal of women in magazine advertisements.

Advertisements from four issue dates of eleven national magazines were examined. The examination took the form of a content analysis based upon a nominal scale describing occupations that an individual might portray in an advertisement. Content analysis data, magazine types represented and product category from each advertisement were put into eleven separate Chi Square analyses--one for each magazine type.

At the .05 level of significance, family and home interest-housekeeping, women's fashions and makeup information, and women's entertainment and lifestyle magazines were found to portray women primarily as nonfunctional/decorative models. In these three cases, the null hypothesis was rejected. In the remaining eight cases, the null hypothesis was supported.

Five major implications concerning the occupational role portrayal of women in magazine advertisements were found. They are: (1) women are being portrayed in somewhat more diverse occupational roles, but are still underrepresented, with respect to the number of times they appear in the majority of magazine types studied, (2) magazine types with high female-only readership scores contain high volumes of advertising space and high proportions of advertisements containing women, (3) in family and home magazines, women's fashions and makeup information magazines, and women's lifestyle magazines, advertisements portray women most often as nonfunctional/decorative models, (4) specific commercial interests of advertisers and their clients influence the placement, occupational portrayal, overall proportions, and product categories for which women appear in magazine advertisements, and (5) women are beginning to be portrayed as professionals in the workplace.

Future research in the field of occupational role portrayal is highly recommended. Areas for expansion include specific segregation of magazine types, men and nonhuman portrayals as subject categories, and in-depth analyses of single magazine types.

THE RELATIONSHIP BETWEEN TELEVISION EXPOSURE AND PHYSICAL ACTIVITY AMONG SIXTH GRADE CHILDREN

Order No. DA8315746

FRANCIS, LORNA LEE, PH.D. *University of Oregon*, 1983. 134pp.
Adviser: Deanna Campbell Robinson

The average contemporary child watches between twenty and thirty hours of television per week. Since children spend a large portion of their leisure hours watching television, a relatively sedentary activity, parents have expressed concern that television viewing is being substituted for children's participation in physical activity. Participation in regular physical activity contributes to efficient physiological and motor development and thus is essential to the well being of children.

It was the purpose of this study to examine the relationship between the amount of time sixth grade children viewed television and the amount of time they participated in physical activity. In addition, the relationship between the amount of time sixth grade children viewed television and their level of physical fitness was investigated. These relationships also were examined for gender differences.

Time diaries were employed to assess the amount of time children participated in television viewing and physical activity. Skinfold measures and a one mile run were utilized to measure children's level of physical fitness. Four hundred eighty-three sixth graders participated in various portions of the study. The results indicated that while there was a statistically significant negative correlation between television viewing time and physical activity time, the magnitude of the relationship was insufficient to be of practical significance. There was no significant relationship between television viewing time and level of physical fitness. Therefore, children's physical activity participation and their level of physical fitness were relatively independent of television viewing time. Although boys generally attained higher physical fitness scores were more physically active and viewed more television than girls, the relationships between these variables did not differ across gender.

Approximately fifty percent of the original subjects did not volunteer to complete the time diaries. Further analysis revealed that respondents had higher mean GPAs than non-respondents. It was concluded that there need not be a concern that television exposure is related to time spent participating in physical activity or to level of physical fitness for sixth grade children with relatively high GPAs.

USING QUESTIONS TO FACILITATE LEARNING IN CHILDREN'S EDUCATIONAL TELEVISION

GILLIS, LYNETTE MARIE, PH.D. *University of Toronto (Canada)*, 1982.

This research demonstrates the utility of inserting questions in children's educational television programs to guide viewers' processing activities and effect specific learning outcomes. The research predicted that questions would function in television, as they have in text, to facilitate learning and that questions used with the replay of relevant information would be more facilitative than questions alone. The quantitative and qualitative effects of using questions of different cognitive levels were also examined, testing Andre's (1979) assertion that the type of question used in instruction would affect the kind of information retained, the amount retained, and the transfer of learning.

Two hundred and two, grade five children were assigned by Latin squares design to one of seven treatments where they viewed one version of a videotaped science lesson. The versions included either: (1) factual questions, (2) factual questions with replay, (3) factual replay, (4) application questions, (5) application questions with replay, (6) application replay, or (7) no questions or replay. After viewing, all children completed a 20-item post-test, consisting of the eight questions repeated from the programs and twelve new questions. Group scores on the subtests were compared using univariate and multivariate analyses.

The results indicated that questions facilitated the retention of information to which they directly related, and different types of questions evoked different patterns of knowledge acquisition. When questions were used with replay, this increased attention to question-related information but decreased attention to other information. The results did not indicate a superiority of one question over another with regard to quantitative or qualitative learning gains. Although children who answered application questions while viewing demonstrated an ability to solve new problems of the same kind, there was no indication that they also learned more.

This research expands our knowledge of teaching with television by demonstrating how questions can be used to guide viewers' processing activities and evoke higher level thought. It further demonstrates that techniques of instructional design, used to facilitate learning from text, are applicable to television instruction. The research concludes with suggestions for using questions in educational television and recommendations for future research.

AN EXPERIMENTAL STUDY OF THE EFFECTS OF POSITIVE, NEGATIVE, AND MIXED MESSAGE THEMES IN A RELIGIOUS MEDIA CAMPAIGN

Order No. DA8313301

HEFLEY, JAMES CARL, PH.D. *The University of Tennessee*, 1982. 219pp. Major Professor: J. B. Haskins

A controlled field experiment was conducted to see if positive, negative, and mixed (negative with hope) messages would evoke differing behavioral and verbal responses in a religious media campaign aimed at soliciting attendance to a religious meeting.

Four treatment groups were randomly selected from a church in Anchorage, Alaska. Letters emphasizing the different themes, along with a ticket of admission, were mailed to three groups. A fourth group received only a ticket. Each letter consisted of a report from an Arab evangelist on the Middle East situation and an invitation to the special meeting.

The messages were not significantly different in attracting attendance to the special meeting. However, the positive message was significantly superior to the others in bringing guests to the meeting.

Other significant differences in message effectiveness included:

The mixed message and ticket only (control) were more effective in causing commitments to attend additional meetings, to invite friends to the subsequent revival, and to give money for expenses of the revival.

A mail questionnaire showed that the mixed message was more likely to be considered "too long," to reduce the desire to hear more about the topic, and to create a desire to know more about the topic. The ticket only and mixed messages created more desire to know about Bible prophecy. The ticket only was strongly more effective in creating a desire to hear the evangelist.

The negative message was significantly more likely to be considered "too brief" and more likely to make readers feel they could do a "great deal to improve the world."

One of the surprising findings was the superiority of the ticket only treatment in several instances, and the general lack of effectiveness of the positive and negative messages. The messages may even have had a reverse effect on some responses.

A possible explanation for the power of the control is that the people responded from loyalty to the church and a desire to hear the speaker. The questionnaire revealed high church involvement and strong fundamentalist beliefs among the respondents.

The study should be replicated in other populations, locales, and communication contexts.

BROADCAST "RATINGS": THE RISE AND DEVELOPMENT OF COMMERCIAL AUDIENCE RESEARCH AND MEASUREMENT IN AMERICAN BROADCASTING

Order No. DA8324580

HURWITZ, DONALD LEE, PH.D. *University of Illinois at Urbana-Champaign*, 1983. 305pp.

This dissertation investigates the evolution of audience research in American broadcasting, with particular attention to the commercial "rating" services. It provides a descriptive history of the phenomenon based upon interviews, oral histories, and a thorough reading of key trade journals from the mid-1920s through the mid-1950s; and it develops an interpretive framework for understanding the subject by relating it to the history of public opinion and marketing research, business, and business management.

Chapter I addresses the background to the investigation. Chapter II considers the precursors of broadcasting's development: the social and economic transformation of society, the rise of the popular audience and the mass media, scientific management, the collection of print circulation statistics, etc. Chapter III takes up the inception of broadcasting and broadcast research, following these through the competition between broadcasters, advertisers, and print media to the appearance of the Cooperative Analysis of Broadcasting. Chapter IV details the expansion of broadcast advertising and the research enterprise, the rise of management, the search for "yardsticks," and the ascendance of "Hooperatings." Chapter V explores the arrival of television, its impact on radio, changes in the research establishment, the rise of the Nielsen Company, and the closing of the field following the A.R.F. report in 1954. Chapter VI reviews the government activities of the 1960s and associated research developments and then evaluates the findings of the investigation.

The study reveals that the significance of broadcast audience research has grown independent of its uses, costs, and results; that the industry's selection of its principal research-providers has been more a matter of sensibility than science; and that the adoption of sophisticated ratings methodologies has been more a product of economic, social, political, and cultural motives that of the pursuit of truth or better service. It concludes that the development of audience research in broadcasting--whether as a vehicle to advance different groups, a mechanism to rationalize the industry, or a symbol of broadcast professionalism--has relied, not on its capacity to represent "facts," but on its service to individuals and institutions seeking strategies for enhanced authority and public legitimacy.

TELEVISION CAMERA MOVEMENT AS A SOURCE OF PERCEPTUAL INFORMATION Order No. DA8320321

KIPPER, PHILIP STEVEN, PH.D. *The University of Utah*, 1983. 159pp.

J. J. Gibson argues that the visual world is inherently ambiguous when seen from a fixed viewpoint. However, as the observer moves, systematic optical changes provide information about the actual shape and position of objects.

Based on this idea, this study hypothesized that a moving television camera is analogous to a moving observer. When a camera is trucked or dollied it should provide information about the form and position of objects in three-dimensional space. Such information will be less accessible if the scene is viewed from a fixed angle.

Two versions of the same television scene were taped. One showed the scene from a series of fixed camera viewpoints. The other used a continually moving camera. Both versions were of equal length and provided nearly identical viewing angles.

Ninety-two subjects were divided into fixed and moving camera groups and were shown the appropriate tape. The experimenter hypothesized that subjects who received more information would have a more detailed memory for objects in the scene. They would also acquire a better understanding of the relative position of objects.

After viewing, subjects completed recall, recognition and reconstruction tests. They also took the Group Embedded Figures Test, as a measure of field dependency, and completed a questionnaire listing age, sex and average weekly viewing time.

Results of discriminant analysis and one-way analysis of variance showed that the moving-camera group performed significantly better on all three memory-related variables. Relative field dependency and age proved to be important intervening variables.

These findings support the notion that the moving camera is analogous to the moving observer. In addition, they provide evidence that the conditions of perception will shape memory for pictorial material. Finally, the results suggest the merit of using the moving camera when the objective is to heighten the sense of three-dimensionality or to make the physical world on the screen more memorable or believable.

CAUSES AND INDICATORS OF COMMERCIAL AM RADIO STATION FAILURE: 1962-1976 Order No. DA8311764

LEFFINGWELL, ROBERT DOWN, PH.D. *The Ohio State University*, 1983. 573pp. Adviser: Professor Joseph M. Foley

Failed stations met three criteria: (1) economic stress, (2) radio silence, and (3) deletion of call letters. History Cards at the FCC Broadcast Bureau in Washington, D.C., were surveyed to determine failures, and license folders from the National Records Center were studied to determine causes and indicators of failure. Sixty-nine AM failures and their 213 AM and FM competitors formed the basis of the study.

A stepwise discriminant analysis of characteristics for failures and AM competitors produced a significant function of eight variables in the following order: (1) number of commercials, (2) percentage of news programs--failures had lower, (3) operating frequency--failures had higher, (4) current assets efficiency, (5) age, (6) weekly broadcast hours--failures had shorter schedules, (7) percentage of entertainment programs--failures had higher, and (8) financial leverage.

Causes and indicators of failure related to the market were weak vitality, low population, close proximity to a larger radio city, and natural disaster. A majority of failures had competing stations in their cities. Failures employed significantly fewer persons. They were characterized by unstable ownership with each tenure lasting about three years.

Among economic factors, failures underwent bankruptcy or foreclosure, had poor financial reports or records, reported confidential information, and received complaints about indebtedness. At the beginning of their lives, many had low owner's equity and capitalization, and most of them underestimated construction costs. Failures' income was lower than competitors' because their mean number of commercials and advertising rates were significantly lower.

Station failure resulted primarily from managerial behaviors--including incompetency, operating an unwarranted business, and neglect. Secondary causes and indicators were divided into two categories: (1) operational--including, for example, requests for radio silence, construction problems, and personnel problems; and (2) FCC-related--including, for example, unacceptable documents, late or unfiled documents, and technical violations or problems.

NEITHER HEROES NOR VILLAINS: TOWARDS A POLITICAL ECONOMY OF THE RATING INDUSTRY

Order No. DA8324607

MEEHAN, EILEEN ROSE, PH.D. *University of Illinois at Urbana-Champaign*, 1983. 305pp.

While the validity of ratings has long been debated, the ratings industry has eluded critical attention. Perhaps this is due to the industry's portrayal of itself as subordinated to demand, science, and audience; this study paints a very different picture. Drawing its theoretical framework from materialist structuralism, this study applies hermeneutics and the institutional approach to a corpus of texts in which the ratings industry and its two client industries defend their practices before governmental bodies. The result is a political economic account of the structure of the ratings industry, of its relationships to the broadcasting and advertising industries as co-equal members of an economic subsystem, and of its relationship to the State. The study finds sufficient divergence in demand for ratings firms to exercise considerable discretion in selecting measurement practices and in using those practices as strategies for market control. Further, measurement practices are found to be determined and constrained by business practices. Finally, the manufacture of the commodity audience differentiates between the audience that is defined by market pressures and the naturally occurring viewership of the public. By examining the process of state inquiry through official documents, the study highlights how the state sets parameters for the re-negotiation of capitalist relationships while simultaneously pursuing its own interests. As one of the first information industries, the ratings industry displays none of the redemptive characteristics postulated as inherent in such industries by the information society theorists.

THE NEW INTERNATIONAL INFORMATION AND COMMUNICATION ORDER: A DESCRIPTIVE AND CONTENT ANALYSIS WITH A PROPOSAL FOR ITS SOLUTION

Order No. DA8314138

MUNOZ, JULIO EDUARDO, PH.D. *University of Minnesota*, 1983. 220pp.

One of the major controversial issues in the field of international mass communication is the Third World countries' demand, through UNESCO, for the establishment of a "New International Information and Communication Order" (NIICO), a proposal to break up the imbalance between South and North in the flow of international news. The NIICO is the main suggestion of the MacBride Commission, appointed by UNESCO to study world communication problems.

I examined the topic with conclusions and recommendations from three different perspectives: (1) A descriptive analysis of the situation, considering the analysis of the main Third World complaints, ideological aspects, and principal proposals for a NIICO. (2) A content analysis of selected American and Latin American papers for a key period in late 1980, before and after the MacBride Report was issued. The analysis considered the Western news agencies' and the U.S. press' coverage of the problem, as well as that of Latin American papers. (3) A proposal with new elements toward a solution.

In addition, the study included concomitant consideration of the issue of "imbalance" in the international flow of news, a major element of the overall problem. This was related to an analysis of the roles of the main Western news agencies in the global controversy and an analysis of the main efforts to ameliorate it. Then the more important proposed solutions were analyzed: UNESCO, the MacBride Commission and the International Program for the Development of Communication (IPDC). The so-called Soviet Proposal was reviewed in relationship to government control, and then the proposition for regional news agencies, in particular the N.A.N.A. Pool. This part of the study was completed with an analysis of three major contributions to the discussion by eminent scholars who presented personal propositions.

Last, some basic ideas were presented for building a new proposal, concluding that the problems are ones of journalism itself. Instead of just improving channels of communications, emphasis must be placed on a more educationally oriented approach involving foreign language, history, and geography courses in public schools and better training of journalists.

TELEVISION AND MEANING: AN ASSESSMENT OF INTENTIONALITY, SIGNIFICANCE, SYMBOLS AND SENSE IN HEAVY AND LIGHT TELEVISION VIEWERS

Order No. DA8312701

MURPHY, DENNIS JOSEPH, PH.D. *University of California, Santa Barbara*, 1982. 289pp.

This dissertation examines the impact of television on people's life-meanings systems. The Life-Meanings Survey (LMS), (Stewart Shapiro, University of California at Santa Barbara), defines life-meanings as what is substantially worth doing, and believing in, as well as a coherent, useful philosophy of living. LMS investigates four areas of meaning-making: intentionality (i.e., aims, goals), significance, symbols and sense (i.e., sense of self, the world, etc.).

The subjects for this dissertation were interviewed using the LMS to assess the impact of television use on life-meanings. A distinction is made between perceptual or transitory meaning and generic or "overarching symbolic frames of reference," by which people live their lives. It is the latter sense which is addressed here.

In order to ascertain what, if any, connections there were between television and this level of meaning, the subjects were classified as being either heavy viewers of television (over 3.5 hours per day) or light viewers of television (between 1 and 2 hours per day). This classification is based upon the Cultural Indicators Program (CIP), (George Gerbner, University of Pennsylvania).

In all four areas of investigation light and heavy viewers were consistently far more similar in their descriptions of life-meanings. Both groups used TV to confirm their experiences. Both groups exhibited tendencies to involve themselves in the television experience. Both groups showed a very high tendency to use self-reference (eg., intuition) and analysis (eg., examining consequences of actions) in making decisions as well as a similar lack of reliance upon interpersonal or spiritual means for decision making.

Each area of investigation exhibited at least one specific difference between the two groups. Some notable differences were the use of the "self" to make sense of "self-in-the-world" by light viewers versus the use of the "world" to make sense of "self-in-the-world" by heavy viewers. Heavy viewers tended to be more self-assured in describing their progress in achieving goals, their certainty about significant matters and their perceived influence of television.

INFLUENCES OF COMMUNICATION CHANNELS IN THE DIFFUSION OF A CABLE/PAY TV INNOVATION

Order No. DA8323915

NASSAU, LURIE SUSAN, PH.D. *University of Denver*, 1983. 130pp.

Statement of the Problem. The present investigation was designed to explore the proposition that a change agent who employs a combination of communication channels may be more effective in influencing the adoption of an innovation than either interpersonal or mass media channels alone. The purpose of this study was to examine the communication channels used in the diffusion of an innovation. The degree of influence of each channel was evaluated to determine its impact on the process of diffusion. This investigation compared mass media and interpersonal influences with change agent contact which combined interpersonal and mass media influences.

Method and Design. The study was descriptive in nature. Its major concern was the diffusion process associated with the adoption of cable/pay TV. A principal objective of this research was to determine the influence of change agents on the adoption, rate of adoption, and continued acceptance of cable/pay TV service. The relative influence of three communication channels--interpersonal, mass media, and change agent contact--was determined by interviewing adopters of cable/pay TV in Lakewood, Colorado. Data were also gathered by examining official company records.

Four hypotheses were tested which compared the influence of change agent contact with mass media and interpersonal influences. The .01 level of significance was set for rejecting null hypotheses.

Results and Conclusions. The findings related to hypothesis 1 were significant (< .001). Change agent contact was found to have greater influence than mass media on the adoption of cable/pay TV. Hpotheses 2, 3, and 4 were not supported. The analysis of official company records found significant difference (< .001) between months of direct sales (change agent contact) compared to months of no direct sales. The difference was in support of change agent contact in both cable and pay TV categories.

Findings related to hypothesis 3 suggest that diffusion of cable/pay TV may occur at a faster rate when change agents are used regardless of which channel influenced adoption. The data from company records supported this assertion. The results of this investigation suggest that change agents play an important role in the diffusion of an innovation.

PROGRAMMING THE CABLE TELEVISION CHANNELS: THE PROMISE OF DIVERSITY

Order No. DA8322234

PECK, DIANA NICHOLS PRESS, ED.D. *Columbia University Teachers College*, 1983. 246pp. Sponsor: Professor Louis Forsdale

Cable television, with its ample channel capacity, subscriber funding base, and localized ownership structure, is hailed as a "new" medium that will finally bring diversity to television audiences in the United States. Broadcast television, with its limited spectrum and dependence on mass audiences to generate advertising revenues, exposes audiences to messages chosen by a small number of programming sources, primarily the networks, the Public Broadcasting System, and, in major markets, a few independent stations (typically carrying old network programming).

Diversity of expression has long been recognized by Congress, the courts, and the Federal Communications Commission as a

fundamental goal for media. Previously, government has justified its control of broadcasting licenses and content on the basis that broadcast spectrum limitations deprive the general public of access to media, concentrating the power to choose what voices can be heard with those who hold licenses. Now, however, legislators and regulators justify the goal of media deregulation primarily on the assumption that availability of more outlets for programming--including cable's many channels--will guarantee opportunity for diverse voices to be heard.

Is cable television providing this opportunity? How diverse are the sources providing programming to cable subscribers? Who decides which programming sources can use cable to reach audiences? Is it important for cable to carry programming controlled by diverse sources? Using program guides and surveys from a sample of the largest 100 cable systems in the U.S., this study determines what programming services are carried, their corporate sources, and who is involved in a system's decision to carry a particular programming service.

Results indicate that while communities with cable have more diversity than with broadcast television alone, the average cable system has two programming suppliers for every three cable services reaching the public. In an average community the cable operator controls 60% of all channels, programming one-fifth of operator-controlled channels, suggesting cable's diversity is less than it might appear. If proposed government deregulation eliminates current requirements for must-carry and access channels (the only channels not controlled by cable operators), concentration of control of messages viewers receive could increase considerably.

TRAINING SKEPTICAL CONSUMERS: THE IMPACT OF TELEVISED PUBLIC SERVICE ANNOUNCEMENTS ON CHILDREN

Order No. DA8311373

SCHNEIDER, MARY WOOD, PH.D. *Adelphi University*, 1983. 127pp. Chairperson: Sharon Gadberry

Two Public Service Announcements (PSA), both designed to operationalize an aspect of Kelley's (1967) techniques of attribution change were used to encourage children to adopt more skeptical attitudes toward television commercials. One hundred twenty-seven first, third, and fifth grade children viewed either an Instructional PSA, a Consensual PSA or a Control PSA twice within a ten-minute sequence of toy commercials and a cartoon. Each experimental PSA emphasized four aspects of production information considered important before a satisfying purchase can be made, the durability of the toy, the parts included in the original purchase, the toy's entertainment value and its cost. In the Instructional PSA the subject saw a toy commercial being made. In the Consensual PSA a disgruntled child buyer is shown discussing the disappointing toy with three friends.

Exposure to either experimental PSA significantly increased attribution of selling intent to television commercials in the only group not able to do so--the first graders. There was a significant interaction between condition and grade, with older children reliably demonstrating more skeptical attitudes than younger in both conditions. A post hoc analysis of between group differences indicated that the Instructional PSA was significantly more effective with first graders, while the Consensual PSA was more effective with fifth graders. The one aspect of product information which experimental groups rated more stringently than the control group was the cost of an advertised item.

The results of the present study were interpreted as support for use of an applied, cost efficient consumer training PSA which could better children's cautious buying habits.

NONCOMMERCIAL ADVERTISING: DEVELOPMENT OF CONCEPTUAL FRAMEWORK AND DEFINITIONS; COMPARATIVE ANALYSIS OF GROWTH SINCE 1952

Order No. DA8324636

SANDAGE, ELIZABETH ANTHEA, PH.D. *University of Illinois at Urbana-Champaign*, 1983. 252pp.

The objective of this study was to analyze noncommercial advertising to determine its growth over time and to present the subject in a comprehensive form as opposed to the long practice by writers and practitioners of taking a fragmented approach. A conceptual framework was developed that organized the field into four distinct categories based on the four types of communication objectives under which all noncommercial advertising can be subsumed. Definitions and identifying criteria were developed for noncommercial advertising and four each of its four categories: image, editorial, social objectives and political advertising. Labels were selected that best expressed the type of communication objective each category represented.

The definitions and identifying criteria were used as the basis for identifying and classifying noncommercial advertisements in a content analysis of two print media vehicles. The content analysis monitored the growth of noncommercial advertising in *Time* magazine and the *New York Times*. Three one-year periods, 1952, 1964, and 1980 were included in the study. Advertising volume was measured in pages and page fractions. No attempt was made to estimate space costs.

Results indicated that there was a significant trend over time toward greater use, both in absolute and relative terms, of noncommercial advertising. Editorial and social objectives advertising showed the greatest increase in use while image advertising tended to drop in volume. Evidence indicated a shift in the type of advertisers using noncommercial advertising from predominantly profit advertisers to predominantly nonprofit advertisers. This shift reflected a change in users of image advertising to include nonprofit advertisers. Prospects for future research were noted.

DETERMINANTS OF ADVERTISING CONTENT

Order No. DA8304291

SINNO, ABDUL-KARIM RAFIC, PH.D. *The University of Wisconsin - Madison*, 1982. 138pp. Supervisor: Professor Ivan L. Preston

This dissertation examines the determinants of message content. In particular, it examines the varying needs of different communication participants, along with the varying attractiveness of different facts about the object of sale, as impacts on the choice of advertising content.

A model of the determinants of advertising content was developed and tested. The general hypothesis derived from the model stated that: Positive attributes are relatively likely to be selected for usage by senders, whereas negative attributes are relatively likely to be suppressed. Positive attributes that are used by the sender are likely to be stated with factual explicitness, whereas negative attributes that are used are likely to be stated vaguely. Positive and negative attributes are equally likely to be preferred by receivers, and they also are likely to prefer explicitness over vagueness. The preferences of senders and receivers thus will tend to be divergent.

Relevant literature was reviewed in relation to variables stated in the general hypothesis where two new summative definitions of the terms factual and evaluative were suggested and validated.

Based on the general hypothesis, a set of twelve operational hypotheses was pretested three times with different objects, methods, and subjects. The results of the pretests yielded strong support to the expectation of the general hypothesis. The same twelve hypotheses were finally tested using "used cars for sale" as the testing object. Thirty subjects participated in the test. Again, the theoretical expectations summarized by the general hypothesis were strongly supported by the final experiment. In particular, the notion of treating advertising content as a variable that is dependent on various factors of the communication situation has been shown to be justified. The pretests and principal test have demonstrated that decisions on the type of content to be included in an advertisement are strongly dependent on the type of participant making the decision, as well as on the type of content under consideration.

The study's results also support the suggestion that suppression can occur not only with outright exclusion, but also with a lesser form of exclusion that occurs when messages are translated into evaluative forms.

THE IMPACT OF EMBEDS IN ADVERTISEMENTS ON CONSUMER RECALL

Order No. DA8322860

SLANEY, MARY JANE, ED.D. *University of Arkansas*, 1983. 150pp. Major Professor: Dr. William Klingele

The purpose of this study was to investigate the impact of embeds in advertisements on consumers. The study was done to determine if recall of groups shown advertisements with embeds would be significantly different from recall of groups shown advertisements without embeds. This was determined by comparing advertisement recall, brand name recall, and reaction to the product between groups.

The participants in this study were college students enrolled in school during the Spring Semester, 1981. The comparability of the groups was tested using Chi-square and t-test. Those variables where a significant difference seemed to exist were included as covariates in the analysis of variance procedure.

The subjects were asked to respond to a questionnaire after having viewed a set of twenty slides of advertisements. The subjects were asked to recall the advertisements, brand names of products in those advertisements, and their reactions to the products advertised. The total recall for each individual could range from 0 to 20. The response to the reaction to the product ranged from very interested to very disinterested.

The total group recall for each of these three categories provided the necessary data for the test to determine the impact of embeds on respondent recall. The analysis of variance was the procedure used in this testing. The significance level was set at .01.

The findings of the study indicated that on immediate unaided recall between Groups 1 and 2 there were significant differences. The group shown embeds recalled significantly more advertisements, brand names, and reacted differently to products than the group that saw slides without embeds. The analysis of the delayed unaided recall revealed a slightly greater difference on the same three categories as the immediate unaided recall. However, the amount of variance explained by group membership on these three categories was not considered very strong.

The analysis of the responses of Groups 3 and 4 on immediate aided recall indicated no significant differences on any of the three categories tested. Therefore, the findings on immediate aided recall revealed that embeds in advertisements had no significant impact.

THE IMPLICATIONS OF COGNITIVE LEARNING THEORY FOR LEARNING FROM TELEVISION NEWS

Order No. DA8315027

SLATTERY, KAREN LOUISE, PH.D. *The University of Wisconsin - Madison*, 1983. 175pp. Supervisor: Associate Professor Ann D. Becker

The purpose of this study was to determine whether viewer interest is a predictor of learning from television news. The study also attempted to determine whether visual and verbal information work together to influence viewer recall, interpretation and judgments of television news stories. Research questions were raised within the context of cognitive learning theory and previous research findings.

Subjects in the experiment, 185 university speech students, viewed one of three newscasts, each containing four stories. The newscasts were identical in audio content, while the visuals varied. One version contained visuals that overlapped the audio content. A second version contained visuals that did not overlap information in the audio channel; the visuals were related but not relevant to the audio content (e.g., visuals depicted a meeting in progress but not the subject or concepts under discussion at the meeting). A third version contained audio information only. Subjects completed a posttest after viewing one of the three newscasts.

A split plot factorial repeated measures design was used to investigate differences in viewer recall, evaluation, and interpretation of news stories. Analysis of the data revealed that viewer interest in the story, and not visual treatment, influenced what stories or information the viewer attended to and processed. Findings suggested that related but not relevant visuals did not inhibit the learning of factual verbal information. Study findings also indicated that viewers integrated the visual with the verbal information to create meaning and that visuals influenced story evaluation in certain types of stories. Finally, study findings showed that visuals added incidental information to the information presented in the audio channel.

Taken as a whole, study results suggested that cognitive learning theory can offer a useful context within which to consider the issue of learning from television news.

INFORMATION ABOUT TELEVISION IN SELECTED MAJOR NEWSPAPERS AND *TV GUIDE* COMPARED TO FOUR CRITICAL TELEVISION VIEWING SKILLS CURRICULA

Order No. DA8315619

SPANGLER, LYNN CAROL, PH.D. *Wayne State University*, 1983. 373pp. Adviser: John W. Spalding

While many critical television viewing skills curricula have been developed, most viewers are outside the educational system. The purpose of this study was to determine if the information about television available in eighteen selected newspapers and *TV Guide* could help readers develop critical television viewing skills. A content analysis of 1,292 articles found over a four week period used sixteen categories based on material in four television viewing skills curricula developed through grants awarded by the United States Office of Education. A miscellaneous category and a category containing information on personalities was also used.

It was found that the public is not getting enough information in any of the sources studied to develop critical television viewing skills. Most content centered on only a few subjects, such as weekly network ratings. However, several newspapers contained a few feature articles which could prove very helpful in developing critical skills, and several even had weekly critical columns concerning televised sports. More information was written on the secondary level than any other level, and more articles were written by unidentified or syndicated columnists. Television critics were the second most frequent writers, and the television schedule page was the most frequent location of television information in newspapers. However, about half the articles on television were in parts of the newspapers other than the leisure or entertainment sections. Publications owned by companies which also owned television stations published more information about television than those not associated with television stations. Publications in cities which are centers of television activity published more information about television than other cities.

MASS MEDIA VISIBILITY OF MEDICAL SCHOOL RESEARCH: THE ROLE OF PUBLIC INFORMATION INITIATIVES, SCIENTISTS' PUBLISHING ACTIVITY, AND INSTITUTIONAL PRESTIGE

Order No. DA8317121

STOCKING, SUSAN HOLLY, PH.D. *Indiana University*, 1983. 118pp.

The process whereby institutional research becomes "news" is little understood. Whereas the research of some institutions is highly "visible" in the news media, that of others is seldom mentioned. What accounts for these differences? In an initial attempt to answer this question, the author compared the relative influences of three characteristics of medical schools on the visibility of their research in the national press: Public information initiatives, the publishing activity (or productivity) of scientists at the institutions, and the reputation (or prestige) of the institutions among scientists.

Public information initiatives were assessed using a questionnaire sent to public information officers of 85 American medical schools; officers were asked how many initiatives (news releases, tips and other efforts) were directed to national news media during 1979. Publishing activity was measured by counting publications listed in Excerpta Medica during 1979. A recent study of medical school reputations provided the prestige scores for the institutions. The dependent variable (media visibility) was measured using every issue of the three major news magazines for 1979 (*Time*, *Newsweek*, and *US News & World Report*) and a sample of four of the nation's "elite" newspapers (*New York Times*, *Washington Post*, *Los Angeles Times*, *Chicago Tribune*); a school's visibility score consisted of the number of medical research stories in which it was mentioned.

COMMERCIAL TELEVISION AND THE NEW FRONTIER: RESISTANCE AND APPEASEMENT **Order No. DA8314381**

WATSON, MARY ANN RUTKOWSKI, PH.D. *The University of Michigan*, 1983. 185pp. Chairman: Edgar E. Willis

President Kennedy's appointment of Newton Minow as chairman of the Federal Communications Commission was an unpleasant surprise to the American broadcasting industry. The idealistic young bureaucrat ushered in a new era of strict regulation with a controversial emphasis on program content when he delivered the famous "vast wasteland" speech to the National Association of Broadcasters in May, 1961. "License Renewal will not be a pro forma in the future," he told the stunned audience. Stiffening enforcement of renewal procedures did, indeed, follow. The chairman's support of legislation which would give the FCC the responsibility and power to directly oversee the networks caused a great deal of anxiety in that segment of the industry.

Public reaction to the "vast wasteland" speech was overwhelmingly positive. Minow became a genuine celebrity. Throughout his 28-month tenure on the commission, the favorable press Minow received was widespread. The quality of American television became a major public issue.

The commercial television industry reacted to the regulatory policies of the New Frontier with a mixture of bitter resistance and protective appeasement. This study documents the defensive posture the industry maintained throughout the Minow years through an examination of the editorial and advertising copy of the trade press and the statements of industry leaders. The changes in programming which resulted from the strengthened regulatory spirit are identified in three categories: (1) children's programming, (2) prime-time series, and (3) news and public affairs programming. Much of the data is primary source evidence obtained from the files of Minow's chairmanship. The study concludes with a discussion of the unique aspects of this period in broadcast history, including Minow's ability to cultivate a public constituency. The reasons preventing long-term, substantial improvements in commercial programming are outlined. The change in the direction of broadcast regulatory policy after Minow left the commission is also summarized.

DEVELOPING CRITICAL AWARENESS: LANGUAGE, MEDIA AND WORLD VIEW **Order No. DA8315260**

WITTEBOLS, JAMES HENRY, PH.D. *Washington State University*, 1983. 60pp. Chair: Sandra J. Ball-Rokeach

While much has been written about how mass mediated information shapes and determines people's view of the world, little in theory and research has been oriented toward how the media may serve to promote social criticism. The focus of the pedagogical experiment reported here is an attempt to develop settings in which people can understand and master the complexities of mass mediated information and thereby become more sophisticated citizens.

Three experimental components are introduced: active reflection on the news through diary keeping; group dialogue about the news and a pedagogical presentation on how the language of news shapes a causal interpretation of the world. These are instituted with three experimental groups in which the first group keeps a diary, the second keeps a diary and engages in group dialogue and the third group keeps a diary, engages in group dialogue and receives a presentation on causal assertions in news language.

The measure of the effects of such treatments is obtained through an analysis of participants' written texts and verbal discussions. Three dependent variables are drawn from the linguistic analysis: (1) *Problematizations* where the taken for granted aspects of the news and the socio-political world become problematic for participants; (2) *critical distinctions* or the separation of the media's portrayal of an event from the event as it may have actually occurred and (3) changes in participants' *linguistic expression of causality* from ambiguous laden assertions to more direct links about the media and the socio-political world.

The data obtained generally show increases for all groups in problematizations and critical distinctions over time, with the most consistent increases in critical distinctions. While greater change was expected for each additional treatment component, all groups changed at the same rate. There was no significant change in linguistic expression of causality for any of the experimental groups.

Overall, the data show the treatments had fairly powerful effects and allowed people to develop a more critical view of the news and their world. Suggestions for improvement and elaboration of further research are given.

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